

Group.1 (Females):

- All must be between the ages of 21-24.
- Respondents may smoke king size or 100's most often.
- All must say that Marlboro Light is their regular and most often brand of cigarettes.

Group.2 (Males):

- All must be between the ages of 21-24.
- All must smoke king size cigarettes.
- All must say that Marlboro Light is their regular and most often brand of cigarettes.
- 5 respondents must say that from time to time they purchase brands other than their regular brand of cigarettes (Statements "A," "B" or "C" under Q.6).
- 6 respondents must say that they always purchase and smoke the same brand of cigarettes (Statement "D" under Q.6).

Group.3 (Females):

- All must be between the ages of 21-24.
- Respondents may smoke king size or 100's most often.
- All must say that Marlboro Light is their regular and most often brand of cigarettes.

Group.4 (Males):

- All must be between the ages of 35-50.
- All must smoke king size cigarettes.
- 6 respondents must say that Marlboro (Red) is their regular and most often brand of cigarettes.
- 5 respondents must say that Marlboro Light is their regular and most often brand of cigarettes.

Group.5 (Males):

- All must be between the ages of 21-24.
- All must smoke king size cigarettes.
- All must say that Marlboro (Red) is their regular and most often brand of cigarettes.
- 5 respondents must say that from time to time they purchase brands other than their regular brand of cigarettes (Statements "A," "B" or "C" under Q.6).
- 6 respondents must say that they always purchase and smoke the same brand of cigarettes (Statement "D" under Q.6).

Group.6 (Males):

- All must be between the ages of 21-24.
- All must smoke king size cigarettes.
- 7 respondents must say Camel or Camel Light is their regular and most often brand of cigarettes.
- 4 respondents must say Winston or Winston Light is their regular and most often brand of cigarettes.

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